

LAMPIRAN

Lampiran 1

KUESIONER

Nama :

Alamat :

Usia :

Jenis Kelamin : Laki-laki Perempuan

Pendidikan terakhir : SD Strata 1

SMP Strata 2

SMU Strata 3

D3

Pernah/Sedang menyekolahkan anak di sekolah KB/TK Maitreyawira :

Pernah/Sedang Tidak

Petunjuk Pengisian :

Anda diharapkan untuk memberikan pendapat Anda pada pernyataan berikut dengan cara memilih jawaban yang paling cocok dengan skala 1 -4 point (sangat tidak setuju – sangat setuju). Setelah itu Anda dimohon untuk memberi tanda centang (v) pada kotak angka yang tersedia pada pertanyaan tersebut.

Contoh :

Batik Nusantara ABC sangat unik.

Sangat Tidak Setuju

Sangat Setuju

1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Angka 3 merupakan jawaban dimana anda berpendapat jawaban yang anda berikan

berkisar pada level 3 dari 4 poin keseluruhan.

No.	Pernyataan	Penilaian			
		1	2	3	4
1.	Saya sering mencari informasi sekolah KB/TK Maitreyawira	Langsung			
		Online			
2.	Saya sering membahas mengenai sekolah KB/TK Maitreyawira	Langsung			
		Online			
3.	Saya memberikan komentar positif mengenai sekolah KB/TK Maitreyawira	Langsung			
		Online			
4.	Saya merekomendasi sekolah KB/TK Maitreyawira	Langsung			
		Online			
5.	Lengkapnya informasi terkait fasilitas-fasilitas sekolah	Langsung			
		Online			
6.	Lengkapnya informasi mengenai kualitas jasa di sekolah KB/TK Maitreyawira	Langsung			
		Online			
7.	Lengkapnya informasi mengenai biaya sekolah KB/TK Maitreyawira	Langsung			
		Online			
8.	Keinginan untuk mendaftarkan anak di KB/TK Maitreyawira ini tinggi secara konsisten				
9.	Privasi saya terjamin di KB/TK Maitreyawira				
10.	Saya percaya dengan KB/TK Maitreyawira				
11.	Saya akan menjaga hubungan yang berkelanjutan dengan KB/TK Maitreyawira				
12.	KB/TK Maitreyawira menyediakan beragam pilihan program pendidikan				
13.	KB/TK Maitreyawira memiliki jasa pendidikan yang baik				
14.	KB/TK Maitreyawira memiliki pelayanan yang baik				
15.	Saya yakin dengan KB/TK Maitreyawira				
16.	KB/TK Maitreyawira memiliki fasilitas yang sesuai dengan kebutuhan pendidikan				
17.	Saya berencana memilih KB/TK Maitreyawira untuk sekolah anak saya				
18.	Saya tertarik mencari informasi mengenai KB/TK Maitreyawira				

Lampiran 2

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
						Std. Error		
	Statistic	Statistic	Statistic	Statistic	Statistic		Statistic	Statistic
tx1	115	2.00	2.00	4.00	3.0984	.03445	.36940	.136
tx3	115	1.75	2.25	4.00	3.2826	.03997	.42859	.184
tx4	115	1.67	2.33	4.00	3.2985	.04025	.43158	.186
ty1	115	1.75	2.25	4.00	3.2413	.03941	.42267	.179
Valid N (listwise)	115							

Lampiran 3

Uji validitas, SPSS Versi 22

MP1

Correlations

	x11	x12	x13	x14	x15	x16	x17	x31	x32	x33	x34	x41	x42	x43	y11	y12	y13	y14	tt
x11 Pearson Correlation	1	.523**	.244**	.237**	.409**	.393**	.494**	.255**	.290**	.228**	.287**	.306**	.204**	.300**	.270**	.373**	.258**	.457**	.544**
Sig. (2-tailed)		.000	.008	.011	.000	.000	.000	.006	.002	.014	.002	.001	.029	.001	.004	.000	.005	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x12 Pearson Correlation		1	.384**	.263**	.289**	.455**	.474**	.283**	.449**	.278**	.338**	.342**	.284**	.249**	.307**	.283**	.272**	.337**	.568**
Sig. (2-tailed)			.000	.000	.001	.000	.000	.002	.000	.003	.000	.000	.002	.007	.001	.002	.003	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x13 Pearson Correlation			1	.478**	.366**	.325**	.344**	.446**	.410**	.422**	.340**	.302**	.276**	.132**	.284**	.203**	.259**	.222**	.534**
Sig. (2-tailed)				.000	.000	.000	.000	.000	.000	.000	.000	.001	.003	.159	.001	.029	.005	.017	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x14 Pearson Correlation				1	.439**	.402**	.445**	.486**	.446**	.374**	.468**	.433**	.286**	.316**	.497**	.316**	.416**	.399**	.629**
Sig. (2-tailed)					.000	.000	.000	.000	.000	.000	.000	.000	.002	.001	.000	.001	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x15 Pearson Correlation					1	.644**	.512**	.387**	.341**	.372**	.426**	.443**	.184**	.351**	.401**	.480**	.405**	.427**	.651**
Sig. (2-tailed)						.000	.000	.000	.000	.000	.000	.000	.049	.000	.000	.000	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x16 Pearson Correlation						1	.532**	.308**	.274**	.182**	.215**	.444**	.263**	.149**	.259**	.341**	.251**	.372**	.563**
Sig. (2-tailed)							.000	.001	.003	.051	.021	.000	.004	.111	.005	.000	.007	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x17 Pearson Correlation							1	.450**	.482**	.386**	.468**	.417**	.148**	.335**	.379**	.422**	.415**	.434**	.677**
Sig. (2-tailed)								.000	.000	.000	.000	.000	.114	.000	.000	.000	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x31 Pearson Correlation								1	.612**	.558**	.602**	.555**	.426**	.481**	.575**	.443**	.528**	.386**	.723**
Sig. (2-tailed)									.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x32 Pearson Correlation									1	.616**	.594**	.426**	.390**	.380**	.451**	.348**	.402**	.290**	.675**
Sig. (2-tailed)										.000	.000	.000	.000	.000	.000	.000	.000	.002	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x33 Pearson Correlation										1	.751**	.566**	.663**	.600**	.514**	.493**	.649**	.316**	.733**
Sig. (2-tailed)											.000	.000	.000	.000	.000	.000	.000	.001	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x34 Pearson Correlation											1	.612**	.587**	.642**	.700**	.409**	.655**	.415**	.778**
Sig. (2-tailed)												.000	.000	.000	.000	.000	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x41 Pearson Correlation												1	.678**	.664**	.595**	.620**	.641**	.555**	.785**
Sig. (2-tailed)													.000	.000	.000	.000	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x42 Pearson Correlation															1	.647**	.732**	.417**	.660**
Sig. (2-tailed)																.000	.000	.000	.000
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x43 Pearson Correlation																			
Sig. (2-tailed)																			
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
y11 Pearson Correlation																			
Sig. (2-tailed)																			
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
y12 Pearson Correlation																			
Sig. (2-tailed)																			
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
y13 Pearson Correlation																			
Sig. (2-tailed)																			
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
y14 Pearson Correlation																			
Sig. (2-tailed)																			
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
tt Pearson Correlation																			
Sig. (2-tailed)																			
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

MP2

Correlations

	x21	x22	x23	x24	x25	x26	x27	x31	x32	x33	x34	x41	x42	x43	x51	x52	x53	x54	tl
x21 Pearson Correlation	1	.589**	.452**	.520**	.578**	.580**	.624**	.128	.200**	.136	.132	.289**	.209**	.245**	.146	.198**	.211**	.234**	.595**
N	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x22 Pearson Correlation		1	.565**	.442**	.536**	.569**	.643**	.053	.141	.118	.152	.158	.213	.200	.089	.001	.165	.200	.544**
N		115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x23 Pearson Correlation			1	.704**	.605**	.629**	.837**	.159	.256**	.205**	.221**	.165	.276**	.236**	.220**	-.034	.205**	.172	.620**
N			115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x24 Pearson Correlation				1	.650**	.599**	.614**	.238**	.379**	.340**	.284**	.354**	.267**	.302**	.233**	.168**	.317**	.295**	.686**
N				115	115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x25 Pearson Correlation					1	.854**	.762**	.210**	.348**	.192**	.237**	.353**	.269**	.358**	.232**	.234**	.269**	.395**	.732**
N					115	115	115	115	115	115	115	115	115	115	115	115	115	115	115
x26 Pearson Correlation						1	.738**	.133	.234**	.115	.216**	.273**	.299**	.282**	.230**	.182**	.298**	.385**	.696**
N						115	115	115	115	115	115	115	115	115	115	115	115	115	115
x27 Pearson Correlation							1	.305**	.424**	.327**	.387**	.345**	.332**	.411**	.303**	.218**	.373**	.382**	.789**
N							115	115	115	115	115	115	115	115	115	115	115	115	115
x31 Pearson Correlation								1	.612**	.558**	.602**	.555**	.426**	.481**	.575**	.443**	.528**	.386**	.588**
N								115	115	115	115	115	115	115	115	115	115	115	115
x32 Pearson Correlation									1	.616**	.594**	.426**	.390**	.380**	.451**	.348**	.402**	.290**	.609**
N									115	115	115	115	115	115	115	115	115	115	115
x33 Pearson Correlation										1	.751**	.566**	.653**	.600**	.514**	.493**	.649**	.316**	.632**
N										115	115	115	115	115	115	115	115	115	115
x34 Pearson Correlation											1	.612**	.587**	.642**	.700**	.409**	.655**	.415**	.680**
N											115	115	115	115	115	115	115	115	115
x41 Pearson Correlation												1	.678**	.664**	.595**	.620**	.641**	.555**	.707**
N												115	115	115	115	115	115	115	115
x42 Pearson Correlation													1	.647**	.553**	.393**	.732**	.417**	.665**
N													115	115	115	115	115	115	115
x43 Pearson Correlation														1	.683**	.613**	.751**	.525**	.722**
N														115	115	115	115	115	115
x51 Pearson Correlation															1	.639**	.659**	.544**	.660**
N															115	115	115	115	115
x52 Pearson Correlation																1	.623**	.628**	.559**
N																115	115	115	115
x53 Pearson Correlation																	1	.507**	.714**
N																	115	115	115
x54 Pearson Correlation																		1	.619**
N																			115
tl Pearson Correlation																			.619**
N																			115
tl Pearson Correlation																			.619**
N																			115

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Lampiran 4

Uji Reliability dengan SPSS Versi 22

Case Processing Summary

		N	%
Cases	Valid	115	100.0
	Excluded ^a	0	.0
	Total	115	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.878	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
tx1	9.8224	1.344	.613	.888
tx3	9.6383	1.127	.764	.833
tx4	9.6223	1.116	.771	.830
ty1	9.6796	1.110	.806	.815

Case Processing Summary

		N	%
Cases	Valid	115	100.0
	Excluded ^a	0	.0
	Total	115	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

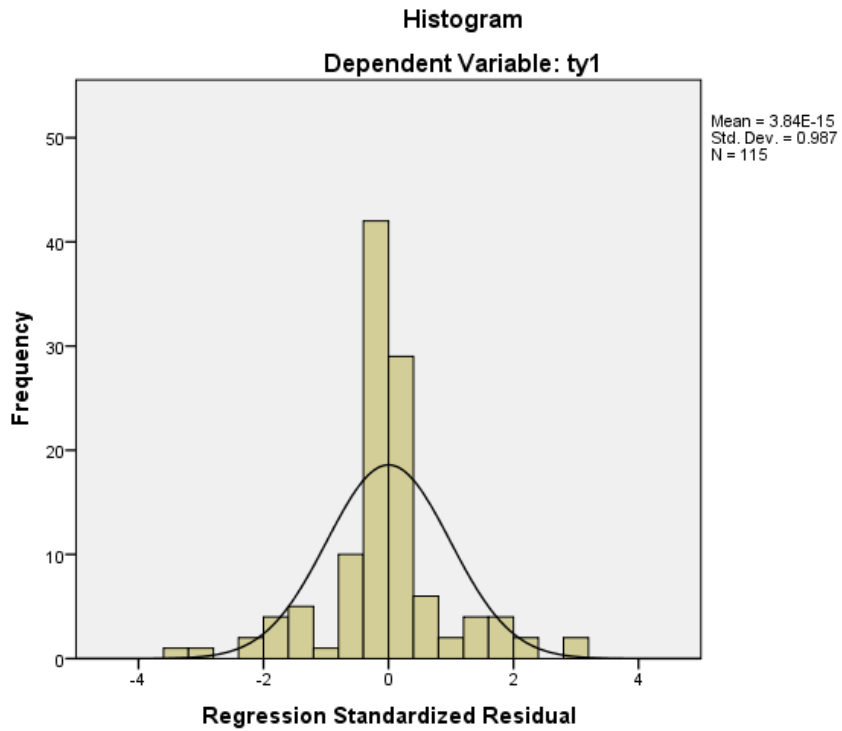
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
tx2	9.8224	1.344	.382	.888
tx3	9.1027	1.319	.669	.723
tx4	9.0868	1.233	.774	.673
ty1	9.1440	1.292	.718	.702

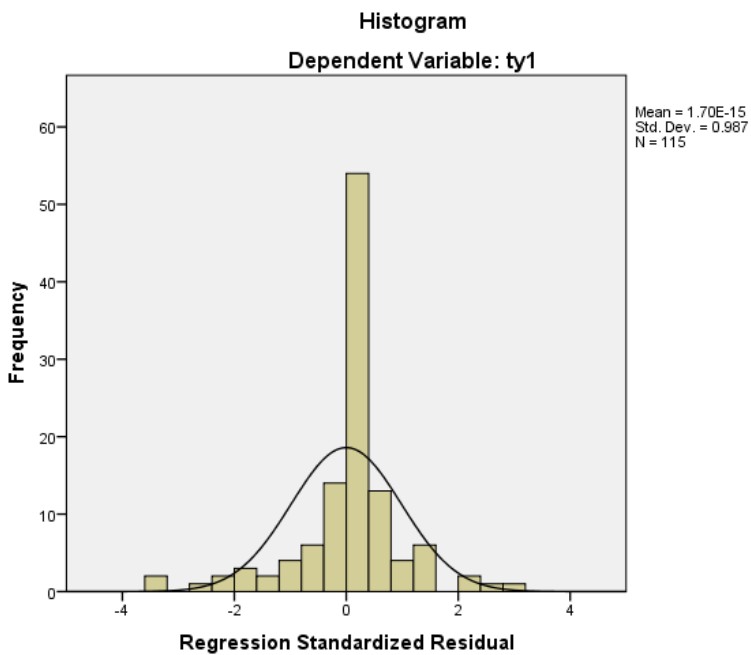
Lampiran 5

Uji normalitas dengan SPSS Versi 22

MP1



MP2



Lampiran 6

Analisis Regresi Berganda dengan SPSS Versi 22

MP1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	tx4, tx1, tx3 ^b	.	Enter

a. Dependent Variable: ty1

b. Dependent Variable: ty1

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.699	.691	.23498

a. Predictors: (Constant), tx4, tx1, tx3

b. Dependent Variable: ty1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.237	3	4.746	85.947	.000 ^b
	Residual	6.129	111	.055		
	Total	20.366	114			

a. Dependent Variable: ty1

b. Predictors: (Constant), tx4, tx1, tx3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.093	.208		.449	.655
	tx1	.275	.075	.240	3.665	.000
	tx3	.080	.080	.081	.990	.324
	tx4	.617	.072	.630	8.541	.000

a. Dependent Variable: ty1

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4550	3.9790	3.2413	.35339	115
Std. Predicted Value	-2.225	2.088	.000	1.000	115
Standard Error of Predicted Value	.023	.099	.041	.016	115
Adjusted Predicted Value	2.4517	3.9776	3.2409	.35311	115
Residual	-.75894	.74236	.00000	.23187	115
Std. Residual	-3.230	3.159	.000	.987	115
Stud. Residual	-3.297	3.181	.001	1.011	115
Deleted Residual	-.79091	.75270	.00045	.24371	115
Stud. Deleted Residual	-3.456	3.322	.001	1.034	115
Mahal. Distance	.072	19.298	2.974	3.317	115
Cook's Distance	.000	.155	.013	.030	115
Centered Leverage Value	.001	.169	.026	.029	115

a. Dependent Variable: ty1

MP2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	tx4, tx2, tx3 ^b	.	Enter

a. Dependent Variable: ty1

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.663	.654	.24878

a. Predictors: (Constant), tx4, tx2, tx3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.496	3	4.499	72.689	.000 ^b
	Residual	6.870	111	.062		
	Total	20.366	114			

a. Dependent Variable: ty1

b. Predictors: (Constant), tx4, tx2, tx3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.450	.198		2.280	.025
	tx2	.005	.045	.007	.117	.907
	tx3	.207	.077	.210	2.693	.008
	tx4	.636	.078	.649	8.101	.000

a. Dependent Variable: ty1

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4086	3.8435	3.2413	.34408	115
Residual	-.84656	.75551	.00000	.24548	115
Std. Predicted Value	-2.420	1.750	.000	1.000	115
Std. Residual	-3.403	3.037	.000	.987	115

a. Dependent Variable: tx5

